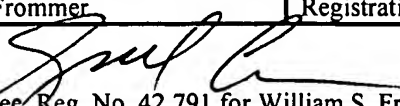
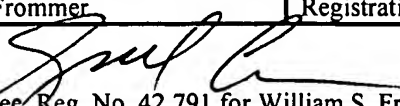
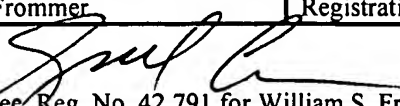
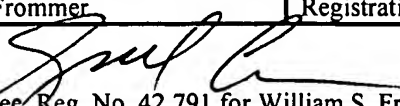
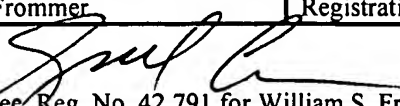
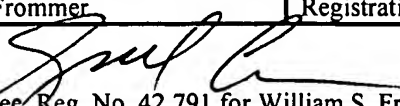


Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

<div style="display: flex; justify-content: space-between;"> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">033004</div> <div style="text-align: center;"> UTILITY PATENT APPLICATION TRANSMITTAL <small>(Only for new nonprovisional applications under 37 CFR 1.53(b))</small> </div> <div style="writing-mode: vertical-rl; transform: rotate(180deg);">10/183868</div> </div>	<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width:33%;">Attorney Docket No.</td> <td>450103-04598.1</td> </tr> <tr> <td>First Inventor</td> <td>Leslie SPRING et al.</td> </tr> <tr> <td>Title</td> <td>RICH MEDIA PUBLISHING</td> </tr> <tr> <td>Express Mail Label No.</td> <td>ER 446142567 US</td> </tr> </table>	Attorney Docket No.	450103-04598.1	First Inventor	Leslie SPRING et al.	Title	RICH MEDIA PUBLISHING	Express Mail Label No.	ER 446142567 US																																					
Attorney Docket No.	450103-04598.1																																													
First Inventor	Leslie SPRING et al.																																													
Title	RICH MEDIA PUBLISHING																																													
Express Mail Label No.	ER 446142567 US																																													
APPLICATION ELEMENTS See MPEP chapter 600 concerning utility patent application contents.	Addressed to: Mail Stop Patent Application Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450																																													
1. <input checked="" type="checkbox"/> Fee Transmittal Form (e.g., PTO/SB/17) <small>(Submit an original, and a duplicate for fee processing)</small> 2. <input type="checkbox"/> Applicant claims small entity status. See 37 CFR 1.27. 3. <input checked="" type="checkbox"/> Specification [Total Pages 41] <small>(preferred arrangement set forth below)</small> - Descriptive title of the invention - Cross References to Related Applications - Statement Regarding Fed sponsored R & D - Reference to sequence listing, a table, or a computer program listing appendix. - Background of the Invention - Brief Summary of the Invention - Brief Description of the Drawings <i>(if filed)</i> - Detailed Description - Claim(s) - Abstract of the Disclosure 4. <input checked="" type="checkbox"/> Drawing(s) (35 U.S.C. 113) [Total Sheets 60] 5. Oath or Declaration [Total Pages] a. <input type="checkbox"/> Newly executed (original or copy) b. <input type="checkbox"/> Copy from a prior application (37 CFR 1.63(d)) <small>(for continuation/divisional with Box 18 completed)</small> i. <input type="checkbox"/> DELETION OF INVENTOR(S) Signed statement attached deleting inventor(s) named in the prior application, see 37 CFR 1.63(d)(2) and 1.33(b). 6. <input type="checkbox"/> Application Data Sheet. See 37 CFR 1.76.	7. <input type="checkbox"/> CD-ROM or CD-R in duplicate, large table or Computer Program <i>(Appendix)</i> 8. Nucleotide and/or Amino Acid Sequence Submission <i>(if applicable, all necessary)</i> a. <input type="checkbox"/> Computer Readable Form (CFR) b. Specification sequence Listing on: i. <input type="checkbox"/> CD-ROM or CD-R (2 copies); or ii. <input type="checkbox"/> paper c. <input type="checkbox"/> Statements verifying identity of above copies																																													
ACCOMPANYING APPLICATION PARTS 9. <input type="checkbox"/> Assignment Papers (cover sheet & documents(s)) 10. <input type="checkbox"/> 37 CFR 3.73(b) Statement <input type="checkbox"/> Power of Attorney <small>(when there is an assignee)</small> <input checked="" type="checkbox"/> Combination Declaration/Power of Attorney (Unsigned) 11. <input type="checkbox"/> English Translation Document <i>(if applicable)</i> 12. <input type="checkbox"/> Information Disclosure Statement (IDS)/PTO-1449 <input type="checkbox"/> Copies of IDS Citations 13. <input type="checkbox"/> Preliminary Amendment 14. <input checked="" type="checkbox"/> Return Receipt Postcard (MPEP 503) <small>(Should be specifically itemized)</small> 15. <input type="checkbox"/> Certified Copy of Priority Document(s) <small>(if foreign priority is claimed)</small> 16. <input type="checkbox"/> Request and Certification under 35 U.S.C. 122(b)(2)(B)(i). Applicant must attach from PTO/SB/35 or its equivalent. 17. <input checked="" type="checkbox"/> Other: (1) Check in the amount of \$1,776.00; (2) Express Mail Certificate ER 446142567 US																																														
18. If a CONTINUING APPLICATION, check appropriate box, and supply the requisite information below and in a preliminary amendment, or in an Application Data Sheet under 37 CFR 1.76: <input type="checkbox"/> Continuation <input type="checkbox"/> Divisional <input type="checkbox"/> Continuation-in-part (CIP) of prior application No.: ____/____ Prior application information: Examiner: ____ Group/Art Unit: ____ For CONTINUATION OR DIVISIONAL APPS only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.																																														
19. CORRESPONDENCE ADDRESS																																														
<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width:30%; vertical-align: top;"> <input checked="" type="checkbox"/> Customer Number </td> <td style="width:40%; text-align: center; vertical-align: top;"> 20999 PATENT TRADEMARK OFFICE </td> <td style="width:30%; vertical-align: top;"> or <input type="checkbox"/> Correspondence address below </td> </tr> <tr> <td colspan="3"> <table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width:20%;">Name</td> <td colspan="3">William S. Frommer</td> </tr> <tr> <td></td> <td colspan="3">Frommer Lawrence & Haug LLP</td> </tr> <tr> <td>Address</td> <td colspan="3">745 Fifth Avenue</td> </tr> <tr> <td>City</td> <td>New York</td> <td>State</td> <td>NY</td> </tr> <tr> <td>Country</td> <td>US</td> <td>Telephone</td> <td>212-588-0800</td> </tr> <tr> <td></td> <td></td> <td>Zip Code</td> <td>10151</td> </tr> <tr> <td></td> <td></td> <td>Fax</td> <td>212-588-0500</td> </tr> </table> </td> </tr> <tr> <td colspan="2"> <table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width:40%;">Name (Print/Type)</td> <td>William S. Frommer</td> <td style="width:40%;">Registration No. (Attorney/Agent)</td> <td>25,506</td> </tr> </table> </td> <td rowspan="2" style="vertical-align: top;"> <table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width:60%;">Signature</td> <td style="width:40%;">Date</td> </tr> <tr> <td>  Samuel S. Lee, Reg. No. 42,791 for William S. Frommer </td> <td>March 30, 2004</td> </tr> </table> </td> </tr> </table>		<input checked="" type="checkbox"/> Customer Number	20999 PATENT TRADEMARK OFFICE	or <input type="checkbox"/> Correspondence address below	<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width:20%;">Name</td> <td colspan="3">William S. Frommer</td> </tr> <tr> <td></td> <td colspan="3">Frommer Lawrence & Haug LLP</td> </tr> <tr> <td>Address</td> <td colspan="3">745 Fifth Avenue</td> </tr> <tr> <td>City</td> <td>New York</td> <td>State</td> <td>NY</td> </tr> <tr> <td>Country</td> <td>US</td> <td>Telephone</td> <td>212-588-0800</td> </tr> <tr> <td></td> <td></td> <td>Zip Code</td> <td>10151</td> </tr> <tr> <td></td> <td></td> <td>Fax</td> <td>212-588-0500</td> </tr> </table>			Name	William S. Frommer				Frommer Lawrence & Haug LLP			Address	745 Fifth Avenue			City	New York	State	NY	Country	US	Telephone	212-588-0800			Zip Code	10151			Fax	212-588-0500	<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width:40%;">Name (Print/Type)</td> <td>William S. Frommer</td> <td style="width:40%;">Registration No. (Attorney/Agent)</td> <td>25,506</td> </tr> </table>		Name (Print/Type)	William S. Frommer	Registration No. (Attorney/Agent)	25,506	<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width:60%;">Signature</td> <td style="width:40%;">Date</td> </tr> <tr> <td>  Samuel S. Lee, Reg. No. 42,791 for William S. Frommer </td> <td>March 30, 2004</td> </tr> </table>	Signature	Date	 Samuel S. Lee, Reg. No. 42,791 for William S. Frommer	March 30, 2004
<input checked="" type="checkbox"/> Customer Number	20999 PATENT TRADEMARK OFFICE	or <input type="checkbox"/> Correspondence address below																																												
<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width:20%;">Name</td> <td colspan="3">William S. Frommer</td> </tr> <tr> <td></td> <td colspan="3">Frommer Lawrence & Haug LLP</td> </tr> <tr> <td>Address</td> <td colspan="3">745 Fifth Avenue</td> </tr> <tr> <td>City</td> <td>New York</td> <td>State</td> <td>NY</td> </tr> <tr> <td>Country</td> <td>US</td> <td>Telephone</td> <td>212-588-0800</td> </tr> <tr> <td></td> <td></td> <td>Zip Code</td> <td>10151</td> </tr> <tr> <td></td> <td></td> <td>Fax</td> <td>212-588-0500</td> </tr> </table>			Name	William S. Frommer				Frommer Lawrence & Haug LLP			Address	745 Fifth Avenue			City	New York	State	NY	Country	US	Telephone	212-588-0800			Zip Code	10151			Fax	212-588-0500																
Name	William S. Frommer																																													
	Frommer Lawrence & Haug LLP																																													
Address	745 Fifth Avenue																																													
City	New York	State	NY																																											
Country	US	Telephone	212-588-0800																																											
		Zip Code	10151																																											
		Fax	212-588-0500																																											
<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width:40%;">Name (Print/Type)</td> <td>William S. Frommer</td> <td style="width:40%;">Registration No. (Attorney/Agent)</td> <td>25,506</td> </tr> </table>		Name (Print/Type)	William S. Frommer	Registration No. (Attorney/Agent)	25,506	<table border="1" style="width:100%; border-collapse: collapse;"> <tr> <td style="width:60%;">Signature</td> <td style="width:40%;">Date</td> </tr> <tr> <td>  Samuel S. Lee, Reg. No. 42,791 for William S. Frommer </td> <td>March 30, 2004</td> </tr> </table>	Signature	Date	 Samuel S. Lee, Reg. No. 42,791 for William S. Frommer	March 30, 2004																																				
Name (Print/Type)	William S. Frommer	Registration No. (Attorney/Agent)	25,506																																											
Signature	Date																																													
 Samuel S. Lee, Reg. No. 42,791 for William S. Frommer	March 30, 2004																																													

16367
033004

PTO/SB/17 (01-03)

Approved for use through 4/30/2003. OMB 0651-0032
U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

Under the Paperwork Reduction Act of 1965, no persons are required to respond to a collection of information unless it displays a valid OMB control number.

USPTO **FEE TRANSMITTAL** **for FY 2003**

Effective 01/01/2003. Patent fees are subject to annual revision.

Complete if Known

Application Number	Not Yet Assigned
Filing Date	Herewith
First Named Inventor	Leslie SPRING
Examiner Name	Not Yet Assigned
Attorney Docket No.	450103-04598.1
Express Mail No.	ER 446142567 US

TOTAL AMOUNT OF PAYMENT (\$1,776.00)

METHOD OF PAYMENT (check all that apply)

☒ Check ☐ Credit Card ☐ Money Order ☐ Other ☐ None

☒ Deposit Account:

Deposit
Account
Number

50-0320

Deposit
Account
Name

Frommer Lawrence & Haug LLP

The Commissioner is authorized to: (check all that apply)

☐ Charge fee(s) indicated below ☒ Credit any overpayments
☒ Charge any additional fee(s) during the pendency of this application
☐ Charge fee(s) indicated below, except for the filing fee to the above-identified deposit account.

FEE CALCULATION

1. BASIC FILING FEE

Large Entity		Small Entity		Fee Description	Fee Paid
Code	Fee	Code	Fee		
1001	770	2001	385	Utility filing fee	\$770.00
1002	330	2002	165	Design filing fee	
1003	520	2003	260	Plant filing fee	
1004	750	2004	375	Reissue filing fee	
1005	160	2005	80	Provisional filing fee	
SUBTOTAL (1)					(\$)770.00

2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims	Extra Claims	Fee from below	Fee Paid
52	-20** = 32	X \$18.00	= \$576.00
Independent Claims	-3** = 5	X \$86.00	= \$430.00
Multiple Dependent		X	=

Large Entity		Small Entity		Fee Description	Fee Paid
Code	Fee	Code	Fee		
1202	18	2202	9	Claims in excess of 20	
1201	86	2201	43	Independent claims in excess of 3	
1203	280	2203	140	Multiple dependent claim, if not paid	
1204	84	2204	42	** Reissue independent claims over original patent	
1205	18	2205	9	** Reissue claims in excess of 20 and over original patent	
SUBTOTAL (2)					(\$)1,006.00

** or number previously paid, if greater; For Reissues, see above

FEE CALCULATION (continued)

3. ADDITIONAL FEES

Large Entity		Small Entity		Fee Description	Fee Paid
Code	Fee	Code	Fee		
1051	130	2051	65	Surcharge - late filing fee or oath	
1052	50	2052	25	Surcharge - late provisional filing fee or Cover sheet	
1053	130	1053	130	Non-English specification	
1812	2,520	1812	2,520	For filing a request for ex parte reexamination	
1804	920*	1804	920*	Requesting publication of SIR prior to Examiner action	
1805	1,840*	1805	1,840*	Requesting publication of SIR after Examiner action	
1251	110	2251	55	Extension for reply within first month	
1252	410	2252	205	Extension for reply within second month	
1253	930	2253	465	Extension for reply within third month	
1254	1450	2254	725	Extension for reply within fourth month	
1255	1970	2255	985	Extension for reply within fifth month	
1401	320	2401	160	Notice of Appeal	
1402	320	2402	160	Filing a brief in support of an appeal	
1403	280	2403	140	Request for oral hearing	
1451	1,510	1451	1,510	Petition to institute a public use proceeding	
1452	110	2452	55	Petition to revive - unavoidable	
1453	1300	2453	650	Petition to revive - unintentional	
1501	1300	2501	650	Utility issue fee (or reissue)	
1502	470	2502	235	Design issue fee	
1503	630	2503	315	Plant issue fee	
1460	130	1460	130	Petitions to the Commissioner	
1807	50	1807	50	Processing fee under 37 CFR 1.17(a)	
1806	180	1806	180	Submission of Information Disclosure Stmt	
8021	40	8021	40	Recording each patent assignment per property (times number of properties)	
1809	750	2809	375	Filing a submission after final rejection (37 CFR 1.129(a))	
1810	750	2810	375	For each additional invention to be examined (37 CFR 1.129(b))	
1801	750	2801	375	Request for continued examination (RCE)	
1802	900	1802	900	Request for expedited examination of a design application	
Other fee (specify)					

SUBTOTAL (3) (\$)0.00

* Reduced by Basic Filing Fee

SUBMITTED BY

Name (Print/Type)	William S. Frommer	Registration No. (Attorney/Agent)	25,506	Telephone	212-588-0800
Signature	Samuel S. Lee, Reg. No. 42,791 for William S. Frommer	Date	3/30/04		

WARNING: Information on this form may become public. credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggesting or reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Mail Stop AF/Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 (1-800-786-9199) and select option 2.

00183874

New U.S. Patent Application for application entitled:

RICH MEDIA PUBLISHING

Express Mail No.: ER 446142567 US

Date of Deposit: March 30, 2004

I hereby certify that this application and the accompanying papers are being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and are addressed to:

MAIL STOP PATENT APPLICATION
COMMISSIONER FOR PATENTS
P. O. BOX 1450
ALEXANDRIA, VA 22313-1450

CHIAKI KOKKA

(Printed name)



(Signature)

Frommer Lawrence & Haug LLP
4660 La Jolla Village Dr.
Suite 850
San Diego, CA 92122
(858) 731-5000